

ADDENDUM- Clarifying Questions for the Guidebook RFP

(Posted 12/17/10)

FULFILLMENT/DISTRIBUTION QUESTIONS

1. Of the 100,000 pieces to be produced for the contract years, how many will be individually direct-fulfilled. Of copies that are not direct individually fulfilled, what are the locations and methods of distribution (Visitors Centers, Chambers of Commerce)? Is there a 3-year Trend history that can be shared? How many standard vs 1st class?

A. The guidebooks are drop-shipped upon completion to two locations by the vendor- the DRED Warehouse and Berkshire. Direct fulfillment is taken care of by DTTD and Callogix, who fulfills requests through Berkshire, on a per request basis. The vendor is not responsible for direct fulfillment.

2. Are vendors responsible for distribution of the guidebook and parks guide?

A. Please see the answer to question #1.

3. Provide all addresses to which bulk shipments must be delivered and a breakdown of quantities to each location?

A. There are two locations that the vendor ships guides to- the DRED Warehouse in New Hampshire and Berkshire Information Systems in Massachusetts. Exact addresses can be provided to the winning bidder. Quantities are as follows:

1) Berkshire

15,000 State Park Guides
60,000 Visitors Guide Poly-bagged
20,000 Visitors Guide Non poly-bagged

2) DRED Warehouse

35,000 State Parks Guide
20,000 Visitors Guide Non poly-bagged

4. How quickly are leads fulfilled from request time to drop in the mail?

A. Leads are fulfilled twice a week by Callogix, so typically within two to three days.

5. Can you supply zip codes from previous years of fulfillment for use in sales in future pieces?

A. This information can be supplied to the winning bidder.

6. Are items 4.2.4.4 (The Contractor shall not sell any copies of the Visitors Guide/Park Guide or deliver any copies of the Visitors Guide/Park Guide to any entity other than the State, or those entities solicited by the State) and 4.2.4.6 (Contractor shall provide each advertiser with one complimentary copy of the Visitors Guide. Sponsors of supplementary publications may negotiate directly with Contractor for a supply to be used for their own distribution) contradictory items?

A. No. The second item should be clarified to read that sponsors may negotiate directly with DTTD for a supply to be used for their own distribution. There will be no cost or charge for the guidebooks themselves, but quantities and costs for shipping can be negotiated with DTTD on a case-by-case basis.

7. Guides that are shipped to Callogix, are only the polybagged for distribution?

A. No.

8. Please provide an estimated range of how many Visitors Guide copies will be poly-bagged, and/or a history of the quantity poly-bagged in recent years.

A. Typically 60,000 guides have been polybagged with 40,000 non polybagged.

9. Regarding the polybag for the Visitor's Guides: Is the current polybag satisfactory to the requirements of the RFP? {2.1, 4.2.4.5}

A. The current polybag is satisfactory to the 2007 RFP. We recommend proposing a polybag that satisfies the requirements of 2.1 and 4.2.4.5 in the current RFP.

10. Are both polybagged and non-polybagged copies to be shrink-wrapped and double-strapped in packs of 20? (shrinkwrapping pre-polybagged copies will be prohibitively expensive) {4.2.1.15}

A. While the current RFP calls for this packaging, we would be receptive to suggestions for alternative packaging.

11. Specify how the poly-bagged Visitors Guide copies must be packed and shipped.

A. We would be receptive to suggestions from bidders on how Visitors Guides should be packed and shipped, as long as they meet the requirements of our two drop-shipping locations. Berkshire requires skids to be 5' high from the bottom of the skid to the top. The DRED Warehouse requires skids not to exceed 40" from the bottom of the skid to the top.

12. Are there packaging requirements for the Parks Guide? {4.2.1.16}

A. The Parks Guide needs to be boxed, not to exceed 40 pounds per box. We would be receptive to suggestions from bidders on how Parks Guides should be packed and shipped, as long as they meet the requirements of our two drop-shipping locations. Berkshire requires skids to be 5' high from the bottom of the skid to the top. The DRED Warehouse requires skids not to exceed 40" from the bottom of the skid to the top.

13. Is there a limit to number of bulk distribution points that are shipped to?

A. Please see the answer to question #1.

14. How many freight delivery locations are typical for delivery of the guides? Is there a reasonable limit to set, as multiple LTL shipments could add significant costs. (ie. Assigning the Contractor to deliver 1,000 copies each to 20 Chambers of Commerce will drastically increase freight costs. Can we introduce a language limiting to no more than four locations, all in the contiguous United States? {4.2.1.2}

A. Please see answer to question #1.

15. Is it acceptable to contact Callogix with questions and can contact information be supplied? Questions on the way the direct fulfillment is handled and looking at options to generate revenue.

A. The winning bidder can contact our fulfillment partner for further discussion.

PRINTING/SPEC/FILES QUESTIONS

16. Should the coating quoted be U.V. coating to match the current product, or Varnish as specified in the RFP? {4.2.1.15}

A. The cover does not need to be U.V. coated. We have clarified this item to include the choice of a U.V. coating or an Aqueous coating in addition to the Varnish, so that the Offeror may select any of the three types of coating for their proposal.

17. The paper grade specified for the cover stock is not what is currently being used. Would DTTD consider a #3 with a minimum 10% PCW, matching what is currently used? {4.2.1.15}

A. Please follow the specifications from the RFP. Changes to these specs can be discussed with the winning bidder.

18. Will the map be a gatefold cover again? No stock given for the map? Does it need to be perforated? Is it going to be a 4 page cover or 6 page gatefold?

A. No. The current map is not a gatefold map, rather a barrel-fold map. The stock used for the foldout map is #2 grade 80 lb. gloss text. The map is a separate folio bound in along with the other inside text pages with a perforation near the spine to facilitate tear-out. Yes, perforation is required. The map is not part of the cover. The specification for a 4-page cover still stands.

19. Difference in stock for text for publications- is that true?

A. Yes.

20. Is there any coating requirement for the Parks Guide cover? It currently has a matte U.V. coating. {4.2.1.16}

A. Yes, the outside cover should have some sort of coating, but not the text. We have clarified this item to include the choice of a U.V. coating, Aqueous coating or a Varnish coating, so that the Offeror may select any of the three types of coating for their proposal.

21. Who is the printing company currently producing the guide and are they meeting current expectations?

A. The printing company is sub-contracted by the current guidebook vendor and meets our expectations.

22. 4.2.1.7: What is considered to be “each production stage”

A. DTTD and winning bidder will discuss and develop a production schedule that will contain agreed-upon benchmarks, i.e. “production stages”, towards completion of production of the guide.

23. Will there be access to the native files of the previous guidebooks?

A. Yes, for the winning bidder.

24. Electronic files from previous issues- will there be access so to help smaller businesses update their advertisements instead of redoing them again?

A. Yes, to the winning bidder.

REVENUE SHARE/FINANCIAL REPORTS QUESTIONS

25. Monthly reporting- can they receive copies of current reports?

A. *Attachment D* is the current financial report for the guidebook vendor.

26. How has the revenue split worked with the current vendor? Is the split different based on the piece? Should that be part of the proposal- what the split will be?

A. There is no revenue split with the current vendor. A \$25,000 royalty per contract year is given to DTTD to be reinvested into additional DTTD services. No. Yes, please see 4.2.3.6 in the RFP.

27. What revenue share has been provided back to New Hampshire over each of the last 5 years? Has this been cash, trade or additional services?

A. Please see the answer to question #26.

28. EBITDA- what does that stand for? What is the use of EBITDA in the financial report?

A. EBITDA is an acronym for Earnings Before Interest, Taxes, Depreciation and Amortization. The current vendor uses it to express Profit Margin.

29. The revenue generated for MWR is it all online revenue or is there a print piece involved? In the 2011 forecast- does it include just online or will there be print?

A. The revenue generated for the MWR program is entirely online and is used to financially support this program. Please see *Attachment G* and the new *Addendum 2 – Clarifying Details Regarding the MWR Program* posted at www.visitnh.gov/RFP. There is currently no print piece involved. The 2011 forecast is online only.

30. If a change in the format of the State Parks Guide causes a gain/loss of revenue (similar to a change in costs), are the changes to be agreed to in writing? {4.1}

A. Yes.

31. Reflecting on the forecast, are the numbers net or gross profit?

A. The 2011 forecast numbers reflect net revenue and EBITDA/profit. Profit is net.

32. Has there been a revenue share back to the state in the existing contract?

A. Please see the answer to question #26.

33. Point 5.4.4: Is it safe to assume the revenue sharing proposal noted here includes revenue generated from ad sales on any of the included websites?

A. Yes.

AD SALES/AD CREATION QUESTIONS

34. Are the state's ads limited to the state or are they open to trade with potential advertisers?

A. The state's ads are limited to DTTD only and can not be used for trade with potential advertisers.

35. Where can we get complete information about the current structure and rates for the advertising on the DTTD web sites? There is only a brief mention of how Web advertising is structured in Exhibits E and F of the RFP. Some ads link to advertiser profiles and others link to outside web sites.

A. The current structure and rates are as follows, but should only be used as a reference- bidders may propose their own ad structure and rates for the DTTD websites.

Web ads are available in four categories, with corresponding prices. Web advertising only/top navigation ad unit: \$995, Web advertising only/sub-section ad unit: \$795, If purchased in combo with any print component- first ad unit: \$795, If purchased in combo with any print component- second ad unit: \$595.

36. What is the current process for producing advertisements for and posting them to the DTTD Web sites?

A. The current vendor creates the ads and then they load them into the OAS system (which they host). They then load a code snippet into the CMS which Silvertch builds which pulls the ads from their remote server.

37. Regarding the State Parks Guide: Can the four advertising pages be sold for the complete 100,000-piece two year run. If so, how would a change of format or cut back of reprint QTY be handled? {4.1, 4.2.3.2, 5.4.2}

A. Yes. The winning bidder and DTTD will determine the best course of action should this occur.

38. For the Parks Guide- is history to sell the advertising for two years or is it to resell for each printing. RFP leaves open to change the configuration to sell one year vs. two years? Does this make it possible to expand the size of the parks guide for more advertising?

A. History has been to sell for two years. Yes. Yes.

39. May the vendor offer recommendations that may generate additional revenue?

A. Yes.

40. What is the likelihood DTTD will be receptive to increasing the amount of space online that is sellable for ads?

A. DTTD would be receptive, but that would be a conversation between DTTD and the winning bidder, in conjunction with the current web vendor. See also, the answer to question #49.

41. Are there analytics that can be shared for ad performance as well as website performance?

A. Yes. This information can be made available to the winning bidder.

42. Are sales of e-newsletters advertising part of the contract? Can these be sold as part of package?

A. Yes, but only in regards to e-newsletters specifically for the MWR Program. Yes, but only as part of an advertising package for the MWR Program.

43. There are two formats for display ads- supplied ads and formatted ads. Is there a preference for each? Formatted ads in parks guide and some in visitors guide? Some appear to be done with a template vs. something custom designed and supplied? How is this handled? What percentage of ads was designed by vendor vs. supplied?

A. There is no preference by DTTD. The percentage of supplied versus formatted is based entirely on advertiser preference. Roughly 80% of the ads were designed by the vendor, 20% were supplied.

44. 4.2.3.5- Advertising rates approved by DTTD- are they locked or is it a rate ceiling? Can you go lower or higher?

A. The advertising rates approved are a ceiling. Bidders may offer examples of packaged rates for ads taken out in both online sites and in print pieces. These packaged rates would need to be approved by DTTD.

45. Who is the website contractor and what ad serving system is being used?

A. The website contractor is Silvertch, Inc. The current vendor uses OAS (Open Ad Stream) for the ad serving.

46. Is there a rate card available for the parks guide?

A. The rates are as follows, but should only be used as a reference- bidders may propose their own rates for the Parks Guide. The rates for the four advertising slots in the Parks Guide are as follows: Inside Front Cover: \$3,230, Back Cover: \$3,645, Inside Back Cover: \$3,230, Page One: \$3,230.

47. What is the ad/edit ratio for the parks guide? Was there a guideline for that? Would you consider expanding the number of ads in the parks guide?

A. There is currently no ad/edit ratio for the Parks Guide. The bidder has the option to propose an ad/edit ratio, with a weighting towards editorial. The only guideline is that ads should be appropriate to the NH State Parks System. Yes.

48. What have been the previous year's edit/ad ratios for the guidebook?

A. The edit/ad ratio has typically been a 60/40 split.

49. Will a web inventory (sold and unsold) be shared with Offerors?

A. No. The VisitNH.gov website has approximately 160 pages where advertising can be displayed. A discussion between DTTD and the winning bidder, in conjunction with the web vendor, will determine the amount of web inventory to be offered moving forward.

50. Are there paid ads on the parks website? Would parks consider selling ads on the website?

A. No. Yes.

51. How many advertisers purchased online ads for the past 3 years? How many of these also advertised in the Visitors Guide or Parks Guide?

A. 155 advertisers on average have purchased ads online. Roughly 55% of advertisers purchased advertising in both the Visitors Guide and on visitnh.gov. For the Parks Guide, advertising was limited to 4 pages.

52. Will a summary of pieces sold for the Meetings, Weddings and Reunions revenue be shared with Offerors? Are the listings sold for this program or are they free? { Attachment D }

A. No. Basic listings are free. Enhanced listings are available.

53. There is an existing print piece for the Meetings, Weddings and Reunions category which isn't included in this RFP. Does estimated revenue for this category in 2011 include revenue from print ad sales, or is it all web-based sales. Will print still occur? Can we confirm the accuracy of this number? { Attachment D }

A. Please see the answer to question #29.

54. Could we have a break-down of rates and revenue projections and the corresponding inventory surrounding the Meetings, weddings and Reunions piece? (particularly the projections).

A. Please see new *Attachment G* posted at www.visitnh.gov/RFP for MWR rates. Please see *Attachment D* for revenue projections. Please see the answer to question #52 in terms of inventory.

DTTD's 100 PAGES QUESTIONS

55. On the 100 pages listed as content and listing that are the states, what is the current ratio of the states pages for editorial and listing? Does that 100 pages also include pages the state can use to trade or barter with another organization? Are ads included in the 100 pages? If not, how many pages of ads would there be?

A. Please review previous Visitors Guides for historical data in regards to edit/listings ratio. Offerer may suggest an editorial/listing ratio as part of their proposal. Please see the answer to question #34. No. The number of pages for ads would be a discussion between DTTD and the winning bidder.

56. 5 feature stories, listings, ads for state- if the states required contents exceeds the 100 pages what is the remedy to address that?

A. This would be a discussion between DTTD and the winning bidder.

57. In the 100 pages, are the 100 pages that DTTD will be responsible for filling, is this a minimum or do they have to fill them?

A. DTTD will fill the 100 pages.

LISTINGS QUESTIONS

58. History of the percentage of page count that listings have made up in the past two or three years.

A. Please refer to previous Visitors Guides for historical data in terms of page count for listings. Currently, we have approximately 1,400 individual listings to be included in the guidebook.

59. Is all the listing text and data for the NH Guidebook provided to the publisher by DTTD?

A. Yes.

60. As feature editorial is typically more attractive to display advertisers than listings, what is DTTD's policy surrounding ratio of listings to feature editorial? Is there a history of listings length that will be shared with Offerors? {4.2.1.4}

A. There is no policy. Please see previous Visitors Guides for a historical reference point in terms of length of listings. Offerors may suggest a listings length as part of their proposal.

61. 4.2.2.8- Grid listings- are these also part of the 100 pages?

A. Currently, yes. Offeror may make a recommendation as part of their proposal.

62. Are all of the listings free or sold?

A. Basic listings are free, enhanced listings are for advertisers.

63. 4.2.2.1: Is the contractor going through and checking the listing information? Will the contractor be required to verify the listings?

A No. No.

64. What is the CRM system employed by DTTD for management of the listings? {4.2.2.1} Has it been the practice for DTTD or Contractor to confirm listings accuracy with industry members?

A. A custom CRM system is used to manage the listings. DTTD will confirm listings accuracy with industry members.

PHOTOGRAPHY QUESTIONS

65. From last issue, about what percentage of images were from DTTD vs. the vendor?

A. Roughly 10% of images were from DTTD, with the other 90% supplied by the vendor.

66. Are photography costs for the guide to be borne by the Contractor? {4.2.1.11} Are DTTD photos supplied at no cost to the contractor?

A. Yes. Yes, DTTD-Owned images will be supplied at no cost, with proper photo credit.

67. Contractor is both responsible for negotiating photography usage fees and working with pre-approved photography from DTTD. We welcome and appreciate a flexible and open creative process, but would appreciate greater elaboration on the photo use,

selection and payment process, to assure we meet DTTD's expectations. {4.2.1.10, 4.2.1.11, 4.3.1, 4.3.2, 4.3.12}

A. Fees are the responsibility of the Contractor. DTTD lets the Contractor use their creative judgment on photos but DTTD has final approval.

MISCELLANIOUS QUESTIONS

68. How can we get a copy of the current guidebook vendor contract?

A. You can request copies of the original contract as well as the renewal contract through the NH Secretary of State's Office. You will need to provide the item number and date of the Governor and Executive Council Meeting that the contract was voted on. For the original contract, it is #112 and was voted on at the June 13th, 2007 meeting. For the renewal it was #63 and was voted on at the June 17th, 2009 meeting.

69. What information for the State Parks Guide does DTTD provide to the publisher?

A. DTTD currently supplies all information to the publisher/vendor. DTTD would be open to a discussion with the winning bidder in regards to this process.

70. Does the publisher have any responsibility for creating, maintaining, or designing content on the DTTD Web sites? If yes, please explain.

A. Yes. The publisher/vendor is responsible for the creation of some online ads for the DTTD websites as well as furnishing electronic versions of the Visitors Guide and Parks Guide. However, the publisher/vendor is not responsible for creating editorial content on the websites.

71. Will any of the content required be evergreen? That is to say re-used year-on year with minor edit and refresh, or will all generated content be entirely new for each edition? {4.2.1.10}

A. There is a possibility that some content will be evergreen, but that is a discussion between DTTD and the winning bidder.

72. Are out-of-state companies eligible to bid on this contract?

A. Yes.

73. Content- are there any kinds of changes in the trends about who is being targeted, changing the look/feel/content of the guidebook in the future?

A. This will be reviewed and determined with the winning bidder, DTTD, and DTTD's Ad Agency.

74. Is the ad agency discussing media spend in future editions?

A. No.

75. Who is the current ad agency and is that agency rfp coming up in the period of this contract?

A. Rumbletree is the current ad agency. The agency RFP went out to bid on December 9th.

76. What is the length of the agency contract?

A. 2 year with 2 year extension.

77. Is the online issue one that is under contract or will the contractor supply it? Are you open to new ideas and programs?

A. The contractor currently supplies this. Yes.

78. Would it be useful to supply a composite of design and editorial ideas as part of the RFP submission?

A. No, this is not required for the written proposal.